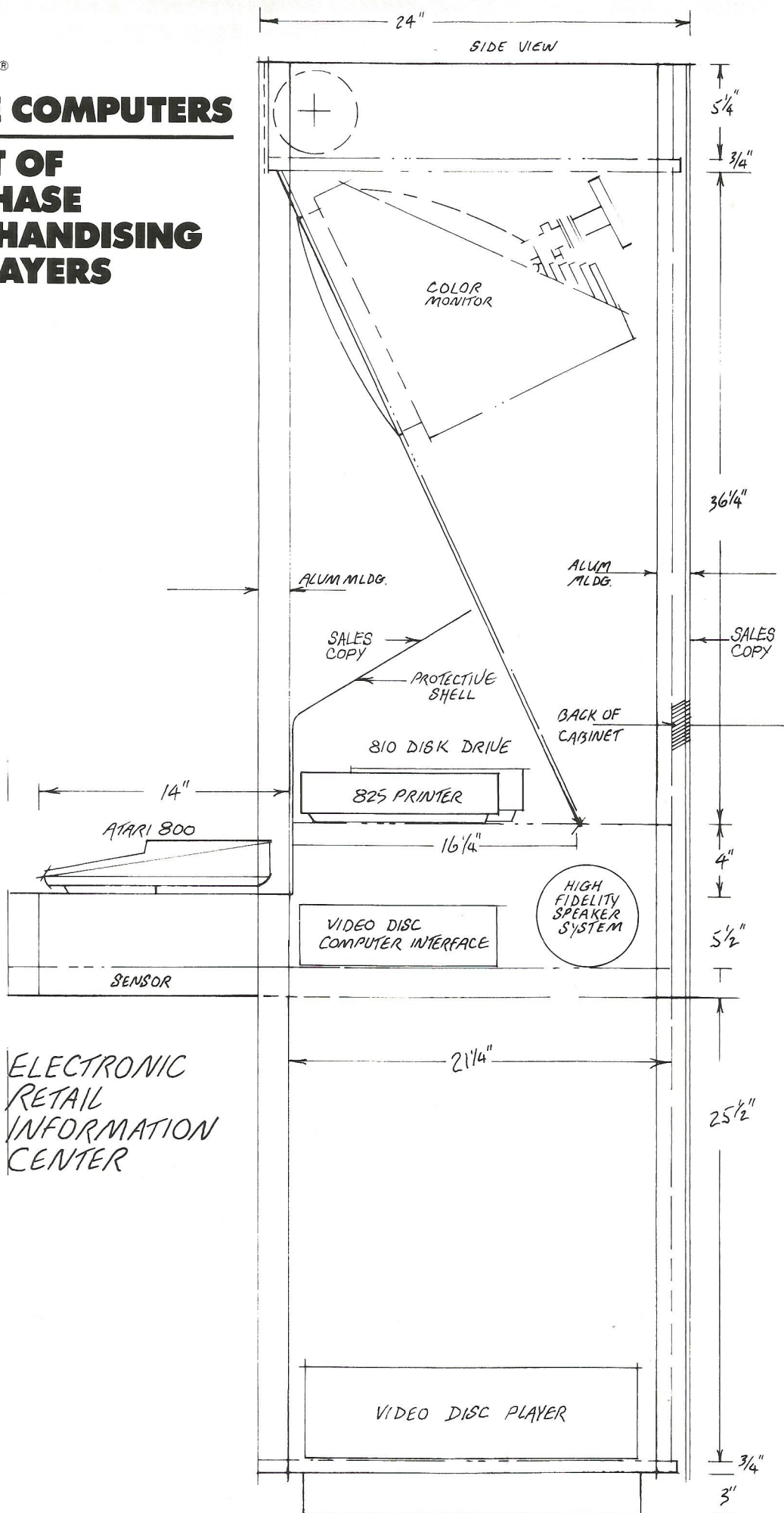


ATARI® HOME COMPUTERS

POINT OF PURCHASE MERCHANDISING DISPLAYERS



ELECTRONIC
RETAIL
INFORMATION
CENTER

ATARI®
HOME COMPUTERS

ATARI® HOME COMPUTERS POINT OF PURCHASE MERCHANDISING DISPLAYERS

POP-M SERIES^{1,2}

Point of purchase merchandising displays A, B, C and D are 25 inches wide, 56 inches high and approximately 26 inches deep. Each has a wood base, silver, charcoal and black in color, with key-lock front door access, and an acrylic brochure dispenser. The top portions of these displayers are removable and can be used as counter top displayers. A key-lock plexy cover is available at additional cost.

(POP-M-A) Displayer A: ATARI 400/800™ Home Computer

This displayer is designed for the ATARI 400™ or ATARI 800™ Home Computer and can be used with the ATARI 400/800 Demonstration Cartridge (CXL4019) or as an in-store display piece. The base can hold a video tape player, for use with ATARI 400 Demonstration Video Tapes (CX302 and CX303), or store hardware and software.

(POP-M-B) Displayer B: ATARI Computer Software

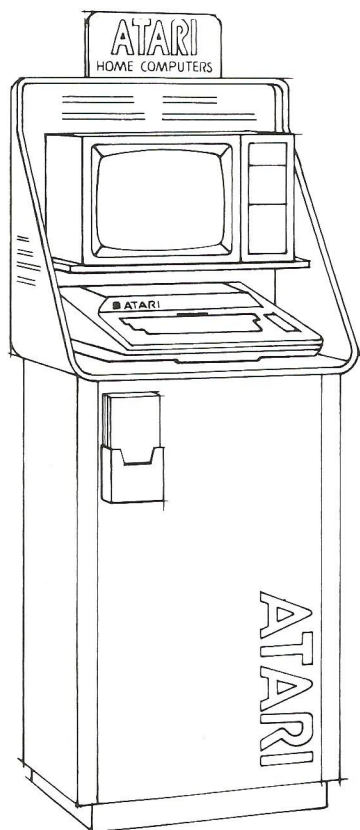
The ATARI Computer software display case has been specially designed to hold ATARI software boxes, books and manuals. The key-lock plexy cover is optional.

(POP-M-C) Displayer C: ATARI Computer Peripheral Equipment

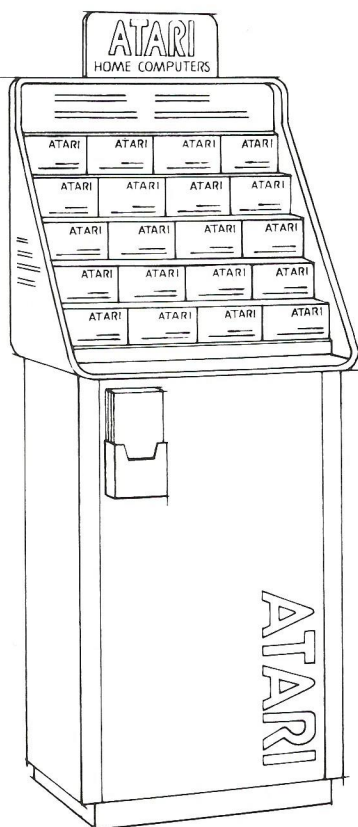
Displayer C has been specifically designed to showcase the various ATARI Computer equipment (for example the acoustic modem, printers etc.). When placed next to POP-M-A, the equipment can be connected and operated with the ATARI Computer.

(POP-M-D) Displayer D: To be announced first quarter 1983.

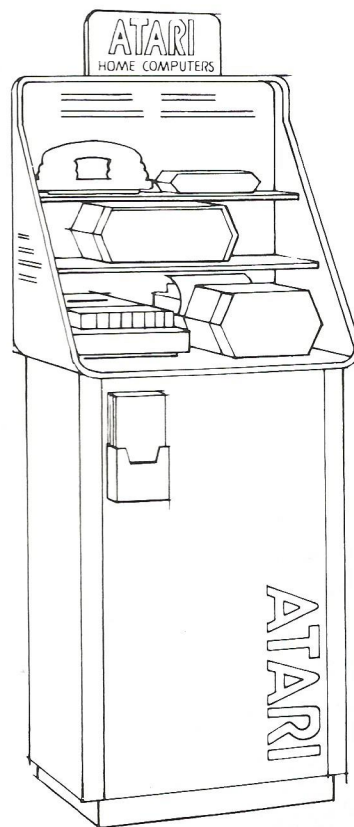
POP-M-A



POP-M-B



POP-M-C



POP-H SERIES¹

The point of purchase merchandising displays E, F, G and H are 31 inches square at the base and are 78 inches high. They are made of wood and plexiglass.

(POP-H-E) Displayer E: ATARI 400/800 Home Computer

Displayer E is designed to hold and display either the ATARI 400 or ATARI 800 Home Computer. The front of the display can house an ATARI 400 or an ATARI 800 Computer with peripherals and contains a 19-inch high-quality color monitor. The backside consists of descriptive sales copy.

(POP-H-E-1) Displayer E-1: ATARI 400 Home Computer. To be announced.

(POP-H-F) Displayer F: Electronic Retail Information Center (ERICTM)

In outside appearance, this display is identical to Displayer E; however, inside shelves are built-in to hold a video disc player. ERIC includes the display, an ATARI 800, a 19-inch high-quality color monitor, a video disc player, an interactive demonstration video disc, video disc interface, speakers and sensor.

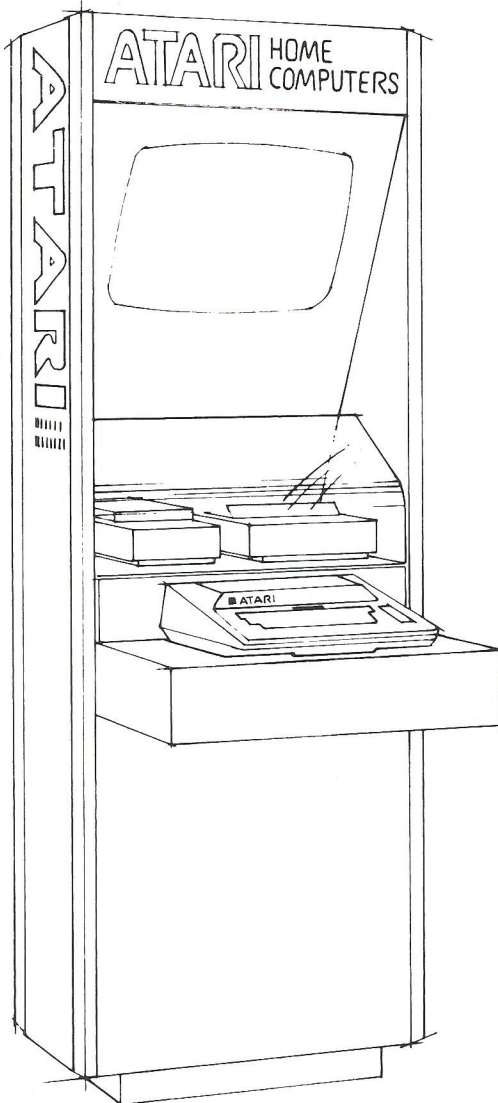
(POP-H-G) Displayer G: ATARI Software

The ATARI Computer software displayer showcases the variety of software packages and kits available with a lockable display case on the front and a solid panel with descriptive sales copy on the back.

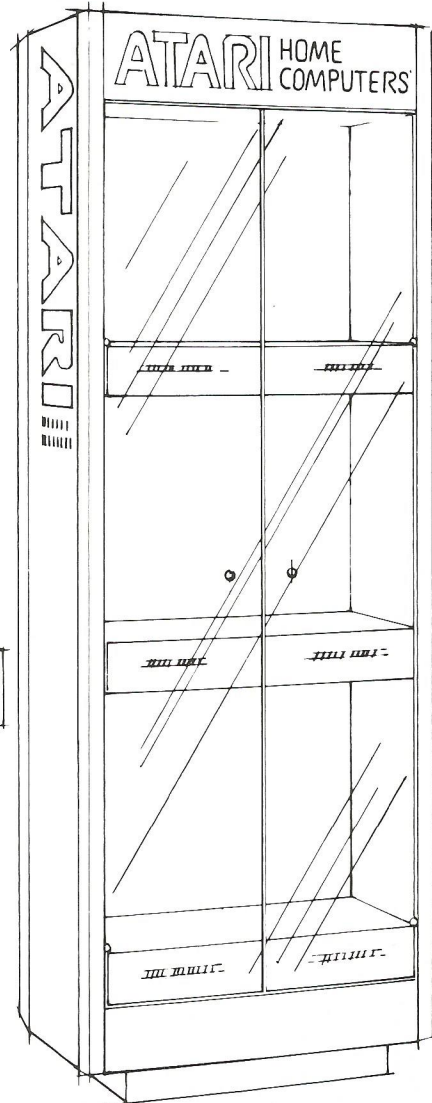
(POP-H-H) Displayer H: ATARI Computer Software, Literature and Books

This software, literature and book displayer consists of two display areas: one in front with a key-lock display case for software, and one in back that is open to afford handy access for ATARI Home Computer literature and books.

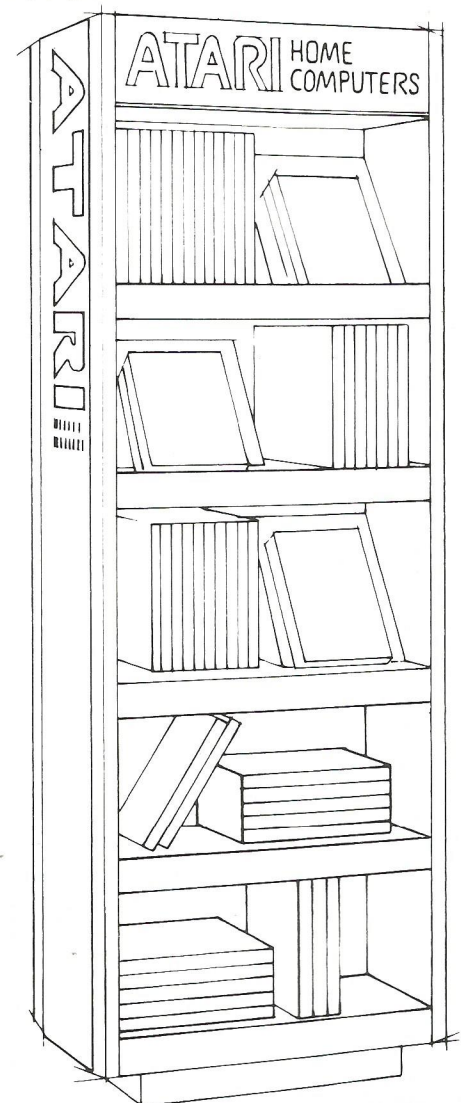
POP-H-E
POP-H-F



POP-H-G



POP-H-H



POP-D SERIES³

Point of purchase merchandising Displays I and J are for use on counter tops and can be used for either the ATARI 400 or ATARI 800 Computer. They are constructed of metal and overall dimensions are 12½ inches high, 21 inches wide, 22½ inches deep.

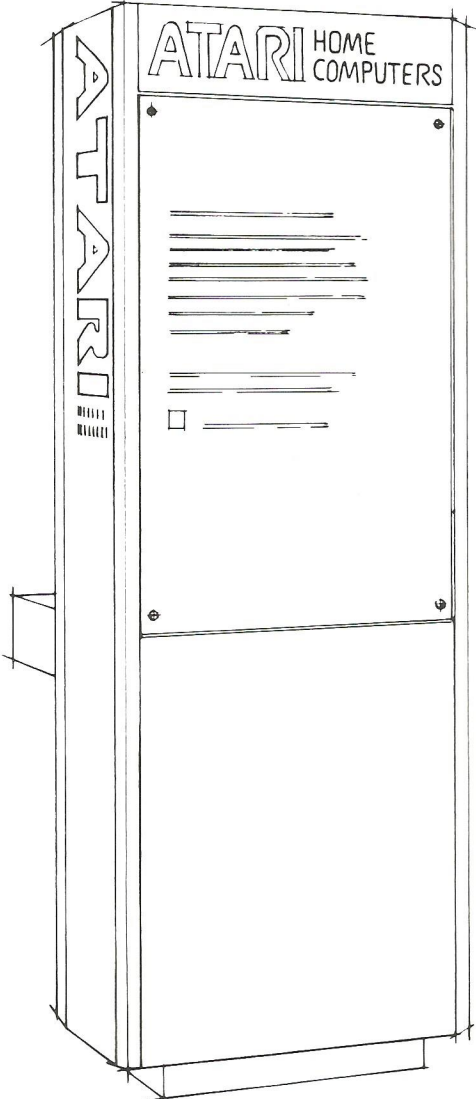
(POP-D-I) Displayer I: ATARI 400/800 Home Computer

Displayer I is a countertop displayer for either the ATARI 400 or the ATARI 800 Home Computer. The computer is secured from the bottom. This displayer contains a removable four-color graphic panel with a brochure dispenser on one side, and can be used with or without POP-D-J.

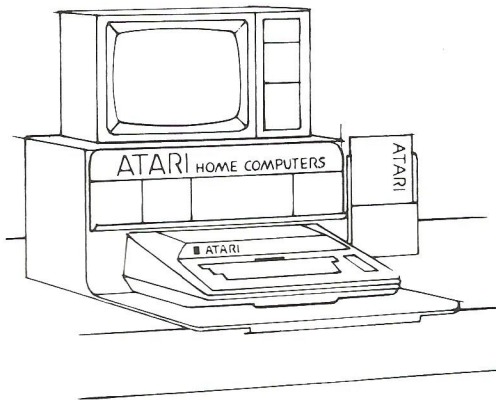
(POP-D-J) Displayer J: TV Stand for Displayer I

Displayer J is a TV stand made of metal that measures 21 inches by 10 inches and can hold most 13-inch model televisions. It is constructed with a safety rim on the front to prevent the TV from falling forward.

POP-H-E, F, G BACK



POP-D-I
POP-D-J



¹Estimated availability third quarter 1982.

²Purchase of counter-top portion without the base to be announced.

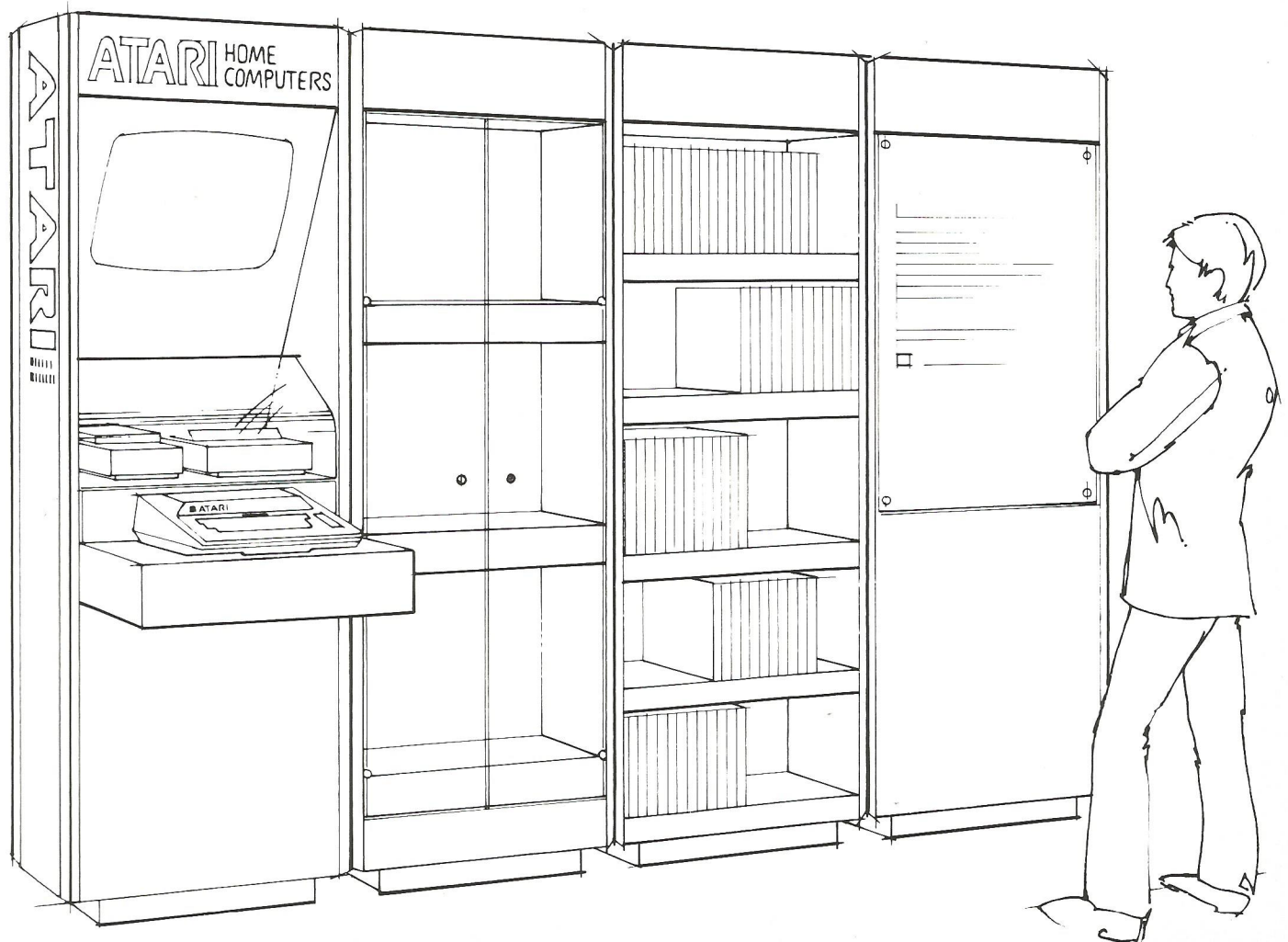
³Estimated availability first quarter 1983.

POP-M SERIES



POI
POI

POP-H SERIES





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